

CATEGORY	CONSIDERATIONS	MOST EFFECTIVE
Design/ Layout	-What is the goal of the Plan document? Creating good feelings or information transfer - or both? -What is the balance between content and design elements?	-Chicago -Philadelphia -Portland
Presentation of Info / Data	-Making data interesting and accessible - not boring.	-Chicago -Philadelphia -Portland
Tone	-To what extent is the report a document to promote City actions? -Those plans with an upbeat tone may be more effective in reaching a wider audience?	-Chicago -Philadelphia -Portland
Length	-The Plan should be as short as possible - 60-70 pages seems the maximum. -Consider putting detailed calculations, tables, etc. in separate back up documents.	-Chicago -Philadelphia -Portland
Organization	#####	-Chicago -San Francisco (four proposed categories)
Methods	-Is it necessary to evaluate every measure for GHG impact and cost? -What measures should be evaluated? -Ideal is to conduct detailed analysis for all measures. -Consider developing criteria for selecting actions.	-Chicago -Melbourne
Targets	-What units to put targets in (percentage terms, GHG units, energy, etc.)? -Where and how to show the targets in the report? -How each objective or action is related to a category or target (like a hierarchy of nested topics)?	-Melbourne -Philadelphia -Portland
Track Progress	-What are plans to track progress? -Organize targets and actions in a way that is trackable? -To what extent can proposed actions be implemented in the near term? -Consider making trackability of action a criteria for selection.	-Chicago -Denver -Philadelphia -Portland
Actions/Measures	-What is the right balance between having too few and too many actions? -How detailed to make actions? -To what extent are actions explicitly linked and integrated with policies, procedures, departments?	-Philadelphia -San Francisco -Chula Vista - integration into City policy
Comprehensiveness	#####	-Philadelphia -Portland
Treatment of Adaptation	-Consider making adaptation a separate document. -How should the adaptation topics be organized?	-Melbourne (very comprehensive separate document)
Communitywide v. City Operations	#####	-Chicago -Melbourne (separate report for city operations) -Philadelphia -Portland
Leadership	-To what extent to link an outgoing Mayor with the plan? -How can it be made clear that the City is a leader without having the Mayor front and center?	-Chicago -Philadelphia